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ABSTRACT

The purpose of this bibliographic instruction package is to help a non-library instructor prepare undergraduate students to find and utilize books, indexes, abstracts, periodical articles, and other printed reference sources in search for published information which can be used to develop an advertising campaign for a specific product. The package is divided into two episodes which can be presented in one class session. Episode I introduces students to the different forms of literature. Episode II teaches students how to locate library materials by using the card catalog and indexes and abstracts. The package includes summaries and lists of objectives for each episode, a materials list showing all transparencies and handouts for the training session, and a suggested script for the conduct of the session. For the student, the package provides paper copies of transparencies used by the instructor, these cover information searching procedures, forms of literature, Library of Congress (LC) subject headings, catalog filing rules, and Predicasts' "F&S Index." Also included are transparencies showing a search log form and a checklist of questions for evaluating indexes and abstracts. An annotated bibliography of reference sources for research in advertising and an exercise in advertising research conclude the instruction packet. (ESR)

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Teaching Packages

Fundamentals of Research in ADVERTISING

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- Teacher's Notes
- Transparencies
- Bibliography
- Exercises

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BLISS B. SIMAN
and PAULINE M. ROTHSTEIN

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 # 5

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Research in Advertising

Introduction

The purpose of this learning package is to help the instructor prepare students to complete his course assignment. The scope of activities for this learning package has been limited to searches for published information for an advertising campaign product. Students will be prepared to find and use books, indexes, abstracts, periodical articles and other printed reference sources. The learning package provides for a product approach to advertising research. Students will be taught to look for material which they can use to develop an advertising campaign for a specific product.

The learning package is divided into two episodes. Episode I, Choice of Materials, introduces students to the different forms of literature. Episode II, Access to Materials, teaches students how to find and use these sources. A summary and list of objectives is provided for each episode. A materials list includes all transparencies and hand-outs for the session. A script for the Conduct of the Session is provided. In this script parentheses ( ) are used to denote suggested instructor commentary to accompy the transparencies. You may choose to follow the script as it is or to improvise using the summary, list of objectives and transparencies. In either case, read the Conduct of the Session script first as a guide for your activities.

Episode I is designed to be taught first. Episode II is divided into two main sections: Using the card catalog to find books and using indexes and abstracts. These sections are designed so that you can teach them in any order and emphasize skills in areas you consider especially important. Examples for materials in the learning package have been selected to appeal to a wide range of students and instructors. If you would like to emphasize research on a specific product or advertising approach or the use of a specific index or abstract, the library instruction services faculty will provide transparencies and instructional guides for this purpose. Please allow two weeks for production of these materials. For requests or questions about this learning package, call a member of the library instruction services faculty at Extension 3259. Episode II concludes with a review of the forms of literature. This review emphasizes the use of a variety of reference sources for beginning an information search.

The role of the instructor in the use of this learning package is crucial to its success. While a librarian can teach students how to use sources for research, he can not generate the same enthusiasm for their use as can the advertising instructor. The instructor has had extensive first hand experience using many of the sources cited. More importantly, he knows exactly what he wants his students to learn and the depth and breadth of research he expects.

This learning package can be presented in one class session. The goal of this session should be to make students aware of information sources for research on an advertising campaign product. Most students will need many hours of practice using these sources to develop effective information searching skills.

Research in Advertising

Purpose: To learn to use published sources to find information about an advertising campaign product.

Structure:

EPISODE I: CHOICE OF MATERIALS. Discusses the different forms of material which can be used for bibliographic searching. Presents examples of appropriate times to use each form. Describes the search strategy process. Emphasizes flexibility in search strategy.

EPISODE II: ACCESS TO MATERIALS. Discusses how to find books, reference books, and indexes.

How to Find Books. Explains the use of the Library of Congress List of Subject Headings to select subject headings for use in the card catalog. Discusses the use of the card catalog to locate books about an advertising campaign product. Explains how this approach can be used in other libraries with different kinds of catalogs.

How to Find and Use Indexes and Abstracts. Discusses the function of indexes as location tools, sources used to find other sources. Describes the use of the F&S Index to Corporations and Industries: United States. Discusses other useful indexes. Provides a checklist for evaluating indexes and abstracts. Upon request detailed instruction and transparencies can be provided for any index the instructor chooses.

Materials:

This learning package includes transparencies for use with the instructional script. Copies of these transparencies can be produced and collated for distribution to students in a student materials packet.

I. Transparencies.

A. Transparency 1 - Information Searching Procedure Chart
B. Transparency 2 - Forms of Literature
C. Transparency 3 - Search Log Form
D. Transparency 4 - Library of Congress (LC) List of Subject Headings
E. Transparency 5 - Catalog Filing Rules: Books about a Subject (General)
F. Transparency 6 - Catalog Filing Rules: Books about a Subject (Specific)
G. Transparency 7 - F&S Index (company)
H. Transparency 8 - F&S Index (economic activity)
I. Transparency 9 - F&S Index (SIC number)
J. Transparency 10 - Checklist of Questions to Answer About Indexes and Abstracts

II. Lists

A. Reference Sources for Research in Advertising
B. Baruch College Library: A Self-Guided Tour
C. Exercise for Advertising

Summary

I. Summary of Episode I. Choice of Materials.

A. Objective. To introduce advertising students to the different forms of printed source materials which can be used to find information for research about a product.

At the end of this episode students will be able to:

--Identify specific forms of source material.
--Describe reasons for a search strategy, an orderly procedure for collecting information
--Explain why specific forms of material may be best for specific search questions.

B. Episode Activities:

The instructor will review the student assignment. This assignment will provide the context for all activities. Students will be given a copy of the Information Searching Procedure Chart. They will use the chart to describe the function of different forms of source materials for research about an advertising campaign product. They will also receive a list which defines Forms of Literature. They will use a Search Log Form and a list of Reference Sources for Research in Advertising to discuss methods they can use to find information about an advertising campaign product.

II. Summary of Episode II. Access to Materials.

A. Objective. To make students aware of the skills required to locate books, reference books, and indexes to find information about an advertising campaign product.

At the end of this episode students will be able to:

--Use the Library of Congress List of Subject Headings to select subject headings for his topic.
--Use the card catalog at Baruch College Library to locate books on an advertising campaign product.
--Ask questions to locate books in any library catalog.

--Evaluate the F&S Index.
--Use the company, economic activity, and SIC number index to the F&S Index.
--Use the list of Reference Sources for Research in Advertising to identify other useful indexes and abstracts.
--Use the Checklist of Questions to Answer about Indexes and Abstracts to evaluate more than one index or abstract.

--Describe several forms of reference books for research in advertising.
--Suggest uses for specific forms of reference books.
--Explain how one other reference book could be used to begin the same information search.

B. Episode Activities:

The instructor will explain the use of the Library of Congress List of Subject Headings to select subject headings for research on an advertising campaign product. Using transparencies he will explain the filing rules for locating books in the card catalog. It is not expected that students will remember all the cataloging rules. Rather, the purpose of this section is to give them the background to begin to use the card catalog and to ask reference questions.

For some students indexes are a more effective way to begin research than the card catalog. The instructor will explain the purpose of indexes. He will use transparencies to provide instruction in the use of one index, the F&S Index. He will refer students to the list of other indexes and abstracts. He will use a transparency with a Checklist of Questions to Answer about Indexes and Abstracts to help students evaluate other useful indexes and abstracts.

By the end of this session, the instructor will ask students to use the list of Reference Sources for Research in Advertising to select specific reference sources to begin their assignments. He will structure this discussion of reference sources to review the different forms of literature and the methods students can use to find them. The Learning Package includes suggested questions for this purpose.

Conduct of the Session

Episode I: Choice of Materials

1. Describe your student assignment. Using this assignment as the context for learning, explain that the purpose of this session is to make students aware of the many kinds of sources they can use to find information about an advertising campaign product. Note that while specific examples of sources on lists to be distributed refer to materials in the Baruch College Library, they can be used as a reference point to locate the same or similar materials in other libraries.

2. Hand out collated packet of student materials.

3. Transparency 1 - Information Searching Procedure Chart. (Many kinds of sources can be consulted for information. This chart indicates the steps you can take before consulting sources. The chart describes two kinds of sources: access tools or secondary sources and primary sources.)

   a. (Looking at the chart who can explain what an access tool is?)

   b. (Would it be best to begin your search with an access tool or one of the sources on the right hand side of the chart? Why?) Establish that access tools are used to locate information. The other sources contain information.

4. Transparency 2 - Forms of Literature. The Forms of Literature list describes the sources on the right hand side of the Information Searching Procedures Chart. (Take a moment to read this list.)

   a. (What form of literature might you use to begin the information search for your assignment? Why?) Have students explain who they might use either access tools or other sources to find information about an advertising campaign product. Do not emphasize the card catalog at this point since it will be discussed later. If necessary explain when to use specific kinds of sources. The following list of suggestions for use of specific sources is included as a guide for the instructor.

   --A directory to identify the manfacturer of Michelob beer.
   --A specialized encyclopedia for a description of how beer is made.
   --A directory to find out what accounts Cunningham and Walsh handles.
   --An index to find articles which answer the question "Does Anheuser Busch have any plans to bring out a soft drink?"
   --An industry survey for a description of the outlook for the brewing industry.
   --A statistical source to find out how many barrels of light beer the industry is expected to produce in the next five years.

--A statistical source for the dollar volume of advertising placed by Anheuser Busch for Michelob brand beer in magazines in 1981.
--A directory to find out the cost of inserting a four color advertisement in a specific magazine.
--A handbook for techniques in direct mail advertising of beverages.

b. Explain that an information search may begin with either an access tool or another source. Emphasize that there is no right way to search for information. The important point is for students to know what they are looking for and to plan a search strategy to find appropriate information.

5. Return to Transparency 1 - Information Searching Procedure. Explain search procedure by following the left hand side of the chart:

   a. (At what point in a search would you use access tools? Why?)

   b. (When would you use other sources?) There are no right or wrong answers to these questions. For example, a student might use an index when he first consults sources. He might want to read more in an encyclopedia to redefine his problem.

6. Transparency 3 - Search Log Form. Explain the sections of the form.

   a. Ask students to use this form to plan their search for information for their advertising assignment.

   b. (Take a moment to plan your search. Who can explain the steps he might take to find information for this assignment?)

   c. You may want to ask yourself specific questions about a product. The following questions may help you to choose useful information sources when you plan your search.

      1. Who makes the product?
      2. How can you identify the manufacturer?
      3. What are the important characteristics of the product?
      4. How can I use the library's card catalog to find information about products, industries, and the consumer?
      5. How can I find recent product and industry information?
      6. How can I identify the work of other advertisers.
      7. How can I find product evaluations, product information, company and industry information, technical product explanations and product attributes important to consumers?

Episode II: Access to Materials

1. (You may want to begin your search for information with a book. To find books you can use the library's card catalog. How do you know under which subject heading you can find information on your topic?. The Library of Congress Subject Headings List is used to determine the subject headings under which books are found in the card catalog. The same subject headings are used in the Baruch College Library catalog and the catalogs of most other college and research libraries.)

2. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should point out:

   a. A word or phrase in bold face is an acceptable subject heading.
   b. sa = see also the following related, more specific headings.
   c. X = heading not used.
   d. XX = related but broader heading.
   e. (The LC List of Subject Headings is arranged in alphabetical order. Look under the subject heading which seems logical to you and you should find references to the appropriate Library of Congress (LC) heading to use in the card catalog.)
   f. The instructor may find it useful to discuss specific toilet preparation products.

      1. (Who can name one toilet preparation product?)
      2. (Why would you look under the LC subject heading "Toilet preparations" for sources with information on this product? Why not?)
      3. (Looking at the LC subject headings, what other heading(s) could you use to find information about this product?)
      4. The instructor may wish to use the three previous questions to elicit subject heading selection for more than one toilet preparation product. The important point to emphasize is that students may have to look under more than one subject heading to get sufficient information about a product for a successful advertising compaign.

3. (To find books in most libraries we must use a catalog. The Baruch College Library has a card catalog. Other libraries may have different types of catalogs. The New York Public Library has a book catalog. We'll spend some time describing the arrangement of the Baruch College Library catalog since most of you will be using it.)

4. Catalog Filing Rules. (Every book in the Baruch College Library is listed in the card catalog under its author, its title, and its subject. All books by the same author are grouped together. They are arranged alphabetically by title.)

5. Catalog Filing Rules. Catalog cards about a subject are filed according to the following rules:

   a. Transparency 5 - Catalog Filing Rules: Books about a Subject (General)
   (Books about a subject are filed under the LC subject heading for that subject. They are grouped alphabetically by author within each subject heading. At the bottom of each catalog card "Tracings" list all the subject headings assigned to a specific book. Thus, this book can be found in the catalog by looking under Toilet preparations, Taylor, James Norman (the second author), and the book's title.) The instructor may wish to explain further why student's would or would not want to look under additional subject tracings for listings of other books. Reasons for looking under additional subject headings might include finding more books, broadening a topic, narrowing a topic and developing a greater understanding of a subject area.

   b. Transparency 6 - Catalog Filing Rules: Books about a Subject (Specific)
   (From the LC Subject Headings List, you saw that all subject headings have more specific divisions or headings under which you can look to locate book titles. These headings may list books by form, such as Toilet Preparations Industry--United States--Statistics, or by further subject subdivisions such as Toilet Preparations Industry--United States--History--Addresses, Essays, Lectures. If you know you want to find statistics on the toilet preparations industry, look in the card catalog under the specific heading, Toilet Preparations Industry--United States--Statistics and you will find all the toilet preparation statistics publications in the library listed in alphabetical order by author. Remember, however, that the card catalog does not list periodical sources, and thus it will not have the most recent statistical sources. The instructor may wish to point out again that all catalog cards have tracings which suggest further subject headings with greater specificity.)

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6. (The card catalog is an index to all the books in the Baruch College Library. There are specialized indexes to use for more current and greater variety of information sources. These indexes consist of multiple book volumes. Indexes may index books, book reviews, media sources, conference papers, research studies, periodical articles, newspaper articles or government publications. The advantage of indexes is that they list in one place a wide variety of material on a subject. They are also more current than books since they may be published monthly, quarterly, semi-annually, or annually. It is important to check the date of an index. If you need information on current styles of packaging for men's toilet preparations you will want to use an index volume for 1981 or 1982.

   a. Transparency 7 - F&S Index (company)
   (looking at the list of Reference Sources for Research in

Advertising, you will see a list of indexes and abstracts. One of the most useful indexes is the F&S Index to Corporations and Industries: United States. Issued weekly, cumulated monthly, quarterly and annual bound volume. It covers business activity particularly *companies and industries; acquisitions, mergers, *industry trends; *new products, *product technology, *market forecasts, company studies. (Items asterisked are of particular importance to the advertiser). Arranged by SIC no., which is a number created by the government to symbolize economic activities, the same news is also indexed by company name. If the SIC no. is not known before using the index, the alphabetical index to SIC nos. is a useful index. The source directory identifies the journal abbreviations as well as giving information about them. F&S Index for Europe and International is available.

b. (The F&S Index (company) is arranged in alphabetical order by company name). The instructor may wish to point out that this index indexes journal and newspaper articles. He may wish to review the highlighted citation to show students the order of citation presentation: article title or description, journal name, date, page. He should explain that the journal or newspaper abbreviation are described in a separate volume, the source index). The instructor should note that all periodicals and newspapers indexed may not be in the Baruch College Library. Students should be instructed to use the periodicals catalog in the Baruch College Library to determine periodical availability and location. They should be encouraged to ask the reference librarian to help them locate periodicals that are not held by Baruch College Library. They may obtain these periodicals through interlibrary loan or by a referral to another library in New York City.

7. Transparency 8 - F&S Index (economic activity)
(The F&S Index (economic activity) is arranged alphabetically by the generic name of the industry or economic activity. It is not arranged by product brand names). The instructor may wish to note that "Canned and Bottled Soft Drinks" is an entry here, not Coca Cola. (You may use this index to locate the SIC or Standard Industrial Classification number for a specific industry. This number serves as your guide to the next volume in the F&S Index).

8. Transparency 9 - F&S Index (SIC number)
(This volume of the F&S Index is arranged by the SIC number for the specific industry you have selected for your research. Here the SIC number 20860 is followed by the name of the industry it represents, Canned and Bottled Soft Drinks. Within this major heading subheadings define specific aspects of the industry). The instructor may wish to point out the subheadings, "Organizations & Institutions", "Management Procedures", and "Products and Processes". He may wish to suggest times when students should look at all subheadings and times when one subheading is sufficient for the purpose. The highlighted citation on the transparency shows students how the same reference citation appears

in the SIC number index and in the company index. The instructor may wish to discuss reasons for using one index or both indexes. (The SIC number index presents information about the competitors product also. The company index tells you only about that company's activities).

9. Transparency 10 - Checklist of Questions to Answer about Indexes and Abstracts.

   a. (While you can use the F&S Index, other indexes and abstracts on the list of References Sources for Research in Advertising may also be useful to you. Each index and abstract journal is unique. It is difficult to describe one method for searching all indexes and abstract journals. It is helpful, however, to examine each index or abstract journal you decide to use before you attempt its use. This is a checklist of questions you should ask about each index or abstract journal you use. Not all questions apply to all sources).

   b. (Let's apply some of these questions to the F&S Index. The instructor may wish to refer to Transparency 8 or Transparency 9 to answer these questions. If time is short, the instructor should choose several questions from the list for illustrative purposes. The instructor may wish to borrow sample volumes of the F&S Index from the library for this purpose.

   c. (Select one other index or abstract from the list of indexes and abstracts in Reference Sources for Research in Advertising. Why do you think it would be useful for finding information about your product?) The instructor may wish to use this question to elicit information from the students about all the appropriate indexes and abstracts.

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10. (At the beginning of this session we talked about the many different forms of literature. The list of Reference Sources for Research in Advertising includes specific examples of many forms of literature. Take a moment to look through it).

    a. (Who can describe one reference book which might be useful for this advertising assignment?) Try to elicit enough student answers to describe and discuss a number of specific reference works. Describe specific reference sources which have been especially useful to you in writing your dissertation, preparing a lecture or advertising campaign or researching a paper. You may want to borrow several sources you consider important from the library.

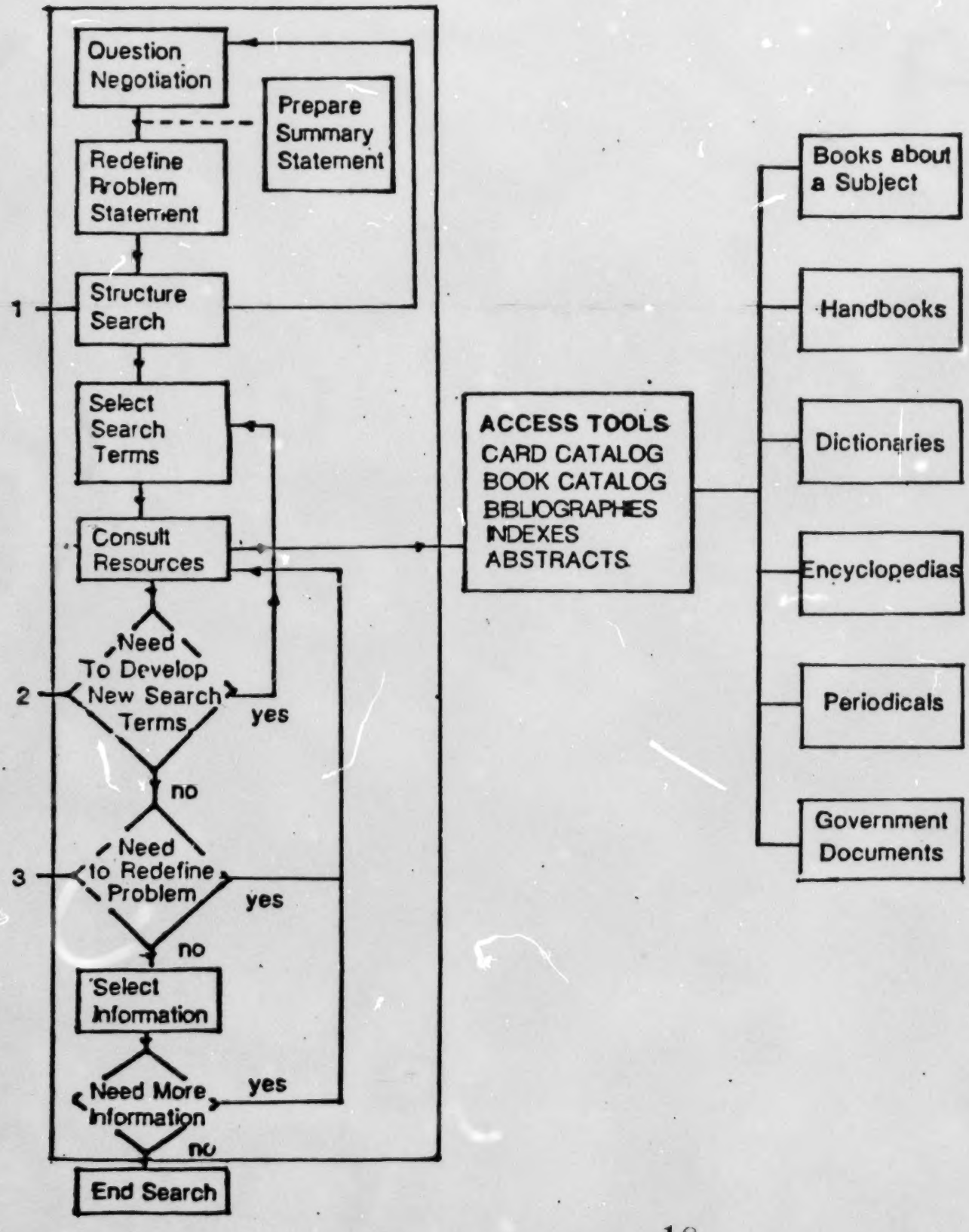
    b. The following questions may be used to encourage student discussion of reference sources. (Who can choose

one reference book to begin an information search? Is there another book you might use to find the same or similar information?) Try to encourage students to use different approaches to finding information. Emphasize the variety of reference materials available.

11. Location of reference materials in the Baruch College Library. The packet of student materials includes the publication Baruch College Library: A Self-Guided Tour. Tell students about this tour. Encourage them to ask the reference librarians for help in finding information sources.

12. An Exercise for Research in Advertising is provided as an optional student assignment. However, the best evidence that students have learned to use advertising campaign product research sources is the quality of the research they do for their class assignment. Students should be encouraged to use the Search Log Form, Transparency 3, and to submit it with their class assignment.

Information Searching Procedure



Forms of Literature

Books

The most familiar form of literature is the book. A single volume or book is known as a monograph.

Reference Books

Some books are considered reference books because they are designed by their arrangement and treatment to be consulted for specific information rather than to be read consecutively.

Directories

Provide an alphabetical or classified list (as of names and addresses). They may contain biographical and/or organizational listings.

Encyclopedias, Handbooks, Dictionaries, and Yearbooks are reference books. They are usually consulted for concise, factual information. They are a good place to begin an information search. Encyclopedias and Handbooks often include bibliographies. Yearbooks are published annually as reports of statistics or facts.

Bibliographies are lists of publications (books, articles, reports, documents, dissertations) selected and organized around a subject area or theme. These lists may be limited by the specificity of the subject scope, the dates or the type of material covered.

Dissertations or Theses are research papers written in partial fulfillment of an advanced degree. These academic papers compiled by one researcher are often valuable for research in the same subject field.

Periodicals include magazines and journals such as the Journal of Politics. A periodical is a publication issued at regular time intervals and intended to be continued indefinitely.

Indexes provide, in one place, references to works in specific subject areas or works by specific authors. Indexes are often in multiple volumes and cover long periods of time. They are used to locate bibliographic information about journal articles, books, essays and dissertations. All indexes are not the same in structure. Indexes may provide for subject, author, title, time period or other types of access. Instructions on how to use an index usually appear in the first pages of the index.

Abstracts may be included as part of indexes or they may be separate publications. They provide summaries of articles, reports, books, and other forms of published material.

Government Documents include any publications originating in or printed with the authority and expense of any office of a legally organized government. State, Federal and foreign governments as well as the United Nations publish material on many subjects. Some government documents are periodicals. Others are books or pamphlet.

Atlases include any volumes of tables, charts or plates that systematically illustrate a subject: political parties. Bound collections of maps are also atlases.

Search Log Form

1. Write a one sentence topic statement _____

   _____

2. List sources for background reading.

   _____

   _____

   _____

3. Use the card catalog. Find books.

   _____

   _____

   _____

4. Use indexes. Find Articles

   Indexes: _____

   _____

   Articles: _____

   _____

Note: You may do three or four first.

Transparency 3

Library of Congress (LC) List of Subject Headings

Toilet Paper
x Toilet tissue
xx Paper products
Toilet paraphernalia
x Paraphernalia, Toilet
Toilet preparations (Indirect)
sa Cosmetics
Dentifrices
Hair preparations
Medicines, Patent, proprietary, etc.
Mouthwashes
Perfumes
Soap
xx Cosmetics
Hygiene
Medicines, Patent, proprietary, etc.
Soap
-Taxation (Indirect)
x Cosmetics-Taxation
xx Luxuries-Taxation
-Toxicology
Example under Toxicology
Toilet preparations industry (Indirect)
sa Cosmetics industry
Toilet tissue
See Toilet paper

sa - see the following more specific headings
x - heading not used
xx - related but broader heading

Catalog Filing Rules:

Books about a Subject
(General)

TOILET PREPARATIONS.

HF
105
C286

Smith, Margaret Mary, 1897–
Markets for American toilet preparations, by M.M. Smith and J.N. Taylor. Washington, U.S. Gov t Print. Office., 1929.
vi 62 p.

1. Toilet preparations. I. Taylor, James Norman, 1885– jt. author.
tracings II. Title

Catalog Filing Rules:

Books about a Subject
(Specific)

TOILET PREPARATIONS INDUSTRY --UNITED STATES --STATISTICS

Ref
HD
9999
T63
U54

Fairchild Publications, inc., New York.
Market Research Division.
Toiletries, beauty aids, cosmetics and fragrances/prepared by Market Research Division. -- New York: Fairchild Publications: 1980
47p.

1. Toilet preparations industry--United States--Statistics.
2.Cosmetics industry--United States--Statistics. I. Title

tracings

TOILET PREPARATIONS INDUSTRY--UNITED STATES--HISTORY--ADDRESSES, ESSAYS, LECTURES.

HD
9999
T64
C614

Foster, David R,
The story of Colgate Palmolive: one hundred sixty-nine years of progress/David R. Foster. New York: Newcomen Society in North America, 1975
40 p.

1. Colgate-Palmolive Company
2. Toilet preparations industry--United States--History--Addresses, Essays, Lectures. I. Title

tracings

F+S Index

(Company)

COCA-COLA

Develops simple, predictive test to prevent beverage floc
Beverage 11/24/78 p42

Gets FDA permission to continue market test for acid-reduced frozen orange juice
Eurofood 8/30/78 p20

Plans new winery & expansion of another, Calif
WSJ (Spr) 11/29/78 p30

To use high-levels of high-fruuctose corn sweetner in cola drinks
Bev Wld 9/78 p10

» Replaces 75% of its sugar use in soft drinks with HFCS
Beverage 11/24/78 p132

1979 earnings forecast $3.30/share
Value Line 9/8/78 p1515

1979 earnings seen $3.35-3.40/share
Wall St T 10/30/78 p52319

Financial analysis
Forbes 11/27/78 p81

F+S Index
(Economic Activity)

Canes	399 9700
Canned & Cured Seafoods	209 1000
Canned & Bottled Soft Drinks	208 6000
Canned Beer & Ale	208 2100
Canned Dog Food	204 7121
Canned Fish	209 1100
Canned Fruit Juices	203 3400
Canned Soft Drinks	208 6050
Canned Specialties	203 2000
Cans, Beer	341 1300
Cans, Metal	341 1000
Cans , Soft Drinks	341 1200

F+S Index

(SIC Number)

20860 CANNED & BOTTLED SOFT DRINKS

Organizations & Institutions

King-Cola-Is newly formed soft drink company to start marketing Jan 1979
Ad Age 9/18/78 p3

King-Cola-This new cola drink firm will distribute products to wholesalers and food brokers
Eurofood 9/21/78 p20

Management Procedures

PepsiCo to revise "Challenge" ads again Ad Age 8/21/8 8/21/78 p6

Hires Root Beer-Boosts sales and brand awareness with car race promotion
Beverage 10/6/78 p9

Cadbury Schweppes-Invades US soft-drink market Forbes 10/30/78 p139

Products & Processes

Coca-Cola develops -Develops simple, predictive test to prevent beverage floc
Beverage 11/24/78 p42

Schweppes USA-Launches US citrus drink to compete with US colas
Fin Times 9/2/78 p1

Cadbury Schweppes-Introduces new citrus carbonated drink, "Rondo", US
NY Times 11/11/78 p29

Federation of American Soc for Experimental,Biology urges caffeine curb for cola drinks
Bev Wld 9/78 p10

Checklist of Questions to Answer about Indexes and Abstracts

1. What specific subject areas are covered?

2. Does the index or abstract include instructions for using it? If so, where?

3. Is there a list of the specific primary sources indexed or abstracted? If so, where?

4. Is there a list of abbreviations used? Where?

5. Is there a list or thesaurus of the specific terms (subject headings or key words) used by the index or abstract? Where?

6. How often is the index or abstract issued?

7. Are there cumulations? How often?

8. If an index, how are the citations entered? By author? Title? Subject? Other?

9. If an abstracting journal, how are the abstracts arranged? In a classified order? Alphabetical order? By accession number? Other?

10. If an abstracting journal, what type of indexes are included, if any? Author? Title? Subject? Geographic? Corporate? Other?

11. What types of material are indexed or abstracted? Journals, books, government publications, proceedings, other?

12. What is the language of the material covered? English only? Foreign languages?

13. Is the material covered technical and research oriented or popular? Or both?

14. Are there any other special or unique features?

Reference Sources For Research in Advertising

GUIDES AND HANDBOOKS

REF
HF
5823
S78
1977

Stansfield, Richard H. DARTNELL ADVERTISING MANAGERS' HANDBOOK. Chicago: Dartnell Corp., 1977.
Organized in 21 chapters, covering all important topics in industrial and consumer advertising. Includes case studies and data contributed by over 300 specialists.

HF
5861
H55
1974

Hodgson, Richard S. DARTNELL DIRECT MAIL AND MAIL ORDER HANDBOOK. 2nd ed. Chicago: Dartnell Corp., 1974.
Covers methods, techniques and problems of direct order advertising. Appendix includes postal regulations.

ENCYCLOPEDIAS

Q
121
M3
1977

McGraw-Hill Encyclopedia of Science and Technology. 4th ed. New York: McGraw-Hill, 1977.
This specialized encyclopedia is of great use to the advertiser in finding information on what is in particular products, how they are made, what are the most important uses. Its articles are used for advertising ideas.

INDEXES AND ABSTRACTS

Indexes are locating tools that lead you to articles in trade journals, business magazines and newspapers. Abstracts go a step further and summarize the articles. Both are the best sources of CURRENT INFORMATION on a topic.

Tables
3B & 4A
(2 sets)

BUSINESS PERIODICALS INDEX. New York: H.W. Wilson. Baruch has: 1958 -
A subject index to over 200 English language periodicals, including the major marketing journals.

Table
2C

Food Marketing Institute. MONTHLY INDEX LISTINGS. Washington. Baruch has: 1977 -
Abstracts articles on food retailing.

Table
4A

F&S INDEX OF CORPORATIONS AND INDUSTRIES, COUNTRIES, COMPANIES. Cleveland, Ohio, Predicasts, Inc. Baruch has: 1968 —
A comprehensive index of business magazines, newspapers, journals and annual reports of investment advisory services. Information on industries and products arranged by SIC number. BEST SOURCE OF CURRENT INFORMATION ON COMPANIES AND PRODUCTS.

Table
2C

MARKETING RESEARCH ABSTRACTS. London: Market Research Society, (semi-annual) Baruch has: 1966 -
Gives lengthy abstracts of articles appearing in American and

British publications. Includes related fields like statistics, sociology, psychology.

Table 2C — MARKETING INFORMATION GUIDE. Garden City, N.Y.: Trade Marketing Information Guide, Inc. (Monthly)
Listing, with annotations, of government and non-governmental materials in the field of marketing, books, surveys, reports.

Table 1B — PUBLIC AFFAIRS INFORMATION BULLETIN. (PAIS) New York. (Weekly) Baruch has: 1915 -
Indexes not only periodicals but books, pamphlets, and government documents relating to economic and social conditions.

ADVERTISING DIRECTORIES

Table 2C — STANDARD DIRECTORY OF ADVERTISERS. Skokie, Illinois: National Register Publishing Company.
Lists largest U.S. advertisers, giving name of agency, advertising appropriations, media used, etc. (Red Book).

Table 2C — STANDARD DIRECTORY OF ADVERTISING AGENCIES. Skokie, Illinois; National Register Publishing Company.
Gives officers, account executives, approximate annual billings, name of accounts, media used, etc. (also called Red Book).

Table 2C — STANDARD RATE AND DATA SERVICE. Skokie, Illinois: Business Publication Rates & Data. (Monthly)
Gives advertising rates, specifications and circulation for publications in the following media: Business Publications, Consumer magazines and Farm publications, Newspapers, Mail Lists, Spot T.V., Spot Radio, Transit advertising. These media are covered in separate directories that are generally published on a monthly basis; the sections on newspapers, spot radio and television also include marketing statistics.

ADVERTISING STATISTICS

REF HF 5813 U6 L45 — LNA MULTI-MEDIA REPORT SERVICE. New York: Leading National Advertisers 3 volumes published quarterly.
The three volumes are: Company/Brand $ (U.S. advertising expenditures in 6 media by company and brands): Class/Brand Qtr. $ (arranges the statistics by product class, e.g. shampoos); Ad $ Summary (a list of brands with year-to-year total advertising expenditures). This latter publication also includes a ranking of the top 1000 advertisers.

HF 5903 M45 — MEDIA RECORDS INC. New York: Media Records Inc. (Annual)
Part 1 gives the advertising linage record of some 200 newspapers in over 80 cities, showing totals on various industry classifications. It is arranged alphabetically by city. Part 2 gives the individual linage record of general advertisers in newspapers, arranged alphabetically by industry classification and name of advertiser.

HF 5905 A57 — CIRCULATION. Northfield, Delaware: American Newspaper Markets Inc.
A comprehensive print analysis showing circulation and penetration in every U.S. county and metro area for every daily and Sunday newspaper, regional sales groups, and 24 leading magazines.

ADVERTISING AGE. Chicago. (Weekly)
This weekly periodical publishes several annual surveys of special interest: "Marketing Reports" (mid-to-late August issues) giving sales and earnings, leading 100 national advertisers; "Top 100 National Advertisers in the Year" for 6 media in one issue and then again for 9 media. (The first is published in mid-April; the report on the 9 media is in a summer issue). "National Expenditures in Newspapers" is published in the first June issue each year, and a "U.S. Ad Agency" section profiles 650 advertising agencies each February. All of these special issues are indexed in BPI.

MARKET SURVEYS

HF
5415
.3
T389

Simmons (W.R.) and Associates Research Inc. Selective Markets and the Media Reaching Them. New York: Simmons Media Studies. Current.
Each section issued in 4 or more parts -- Demographic, Magazines, Television and Products -- this survey supplies data on the buying habits (services and products purchased) and the broadcast and print media preferences of American households. This index will tell you, for example, what magazines the majority of 18-24 year old male beer drinkers read on a regular basis. *(Instructions for interpreting the figures in this Index are available at the Reference Desk).

JOURNALS

To locate journals for advertising campaign product information, check the source index for the F&S Index and Business Periodicals Index. You may also wish to check the Encyclopedia of Associations for identifying trade group journals in specific industries. The following list includes some useful journals for research in advertising. Use the Periodicals Catalog and the Periodicals List in the Baruch College Library to locate specific journal issues.

Advertising Age
Advertising Techniques
Art Direction
Editor and Publisher - The Fourth Estate
Journal of Advertising
Journal of Advertising Research
Madison Avenue
Marketing and Media Decisions

NAME _____

Exercise for Advertising

1. Write your research topic statement here. Use one sentence.

_____

2. Locate background reading for your topic. Use Reference Sources for Research in Advertising.

   Bibliographic citation(s) for background reading: _____

_____

_____

3. Use the Library of Congress List of Subject Headings to select at least two subject terms for your information search.

1. _____ 2. _____

4. Use the card catalog on the 7th floor of Baruch College Library to locate books. List the call numbers and full bibliographic citations for two books you locate.

	Book 1	Book 2
Call number:		
Author(s):		
Title:		
Publisher:		
Date:		

5. Find one source for a specific fact or statistic about your advertising campaign product.

   Bibliographic citation: _____

   What did you find out about your product? _____

_____

6. Use one index to find at least two periodical or newspaper articles about your product.

   Periodical Index: _____

	Article 1	Article 2
Article author:		
Article title:		
Journal name:		
Journal date:		
Page numbers:		

7. Go back to question number 1. Do you want to change your topic statement? Why? Why not?

_____